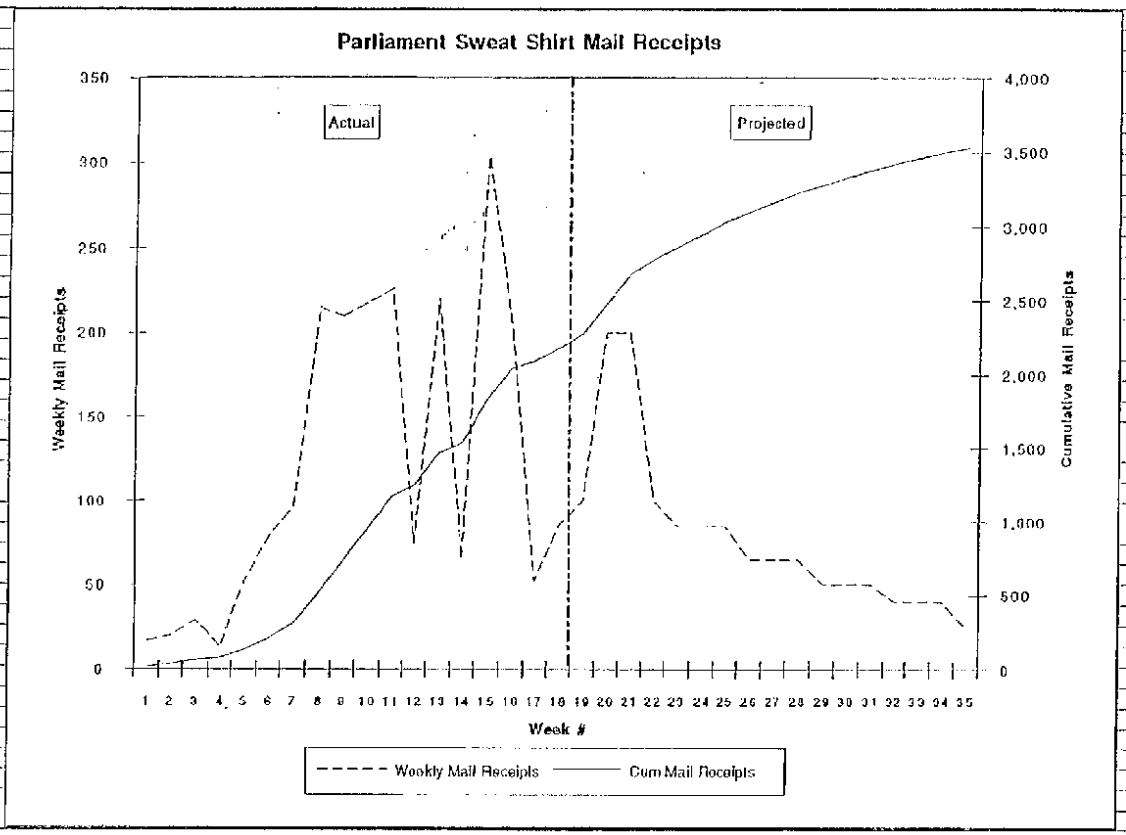
2045869414

PARLIAMENT SWEAT SHIRT

(2Pk w/Lighter Bounceback)

Fulfillment House:				Promotional Services Center									Drop Date:		11/16/92
													Exp Date:		6/30/93
													Close PO Box:		7/6/93
Circulation:			212,500						PO Box:	23182					
Original Estimation of Redemption:			2.00%	4,250											
New Forecast:			No Change												
POP Requirements:			30 Pk/$3 50 P & H												
									Inventory						
	Week Number	Date	Weekly Mail Receipts	Cum Mail Receipts	Mail Receipts Response Rate	Weekly Processed Orders	Cum Processed Orders	Processed Orders Response Rate	Cum Received	Large Sweat Shirt Cum Ordered	Cum Remaining	Cum Received	X-Large Sweat Shirt Cum Ordered	Cum Remaining	
Actual	1	11/16/93	17	17	0.01%	3	3	0.00%	2,262	2	2,260	2,133	1	2,132	
	2	11/23/93	20	37	0.02%	0	3	0.00%	2,262	2	2,260	2,133	1	2,132	
	3	11/30/93	29	66	0.03%	0	3	0.00%	2,262	2	2,260	2,133	1	2,132	
	4	12/7/93	13	79	0.04%	0	3	0.00%	2,262	2	2,260	2,133	1	2,132	
	5	12/14/93	52	131	0.06%	0	3	0.00%	2,262	2	2,260	2,133	1	2,132	
	6	12/21/93	79	210	0.10%	0	3	0.00%	2,262	2	2,260	2,133	1	2,132	
	7	12/28/93	96	306	0.14%	99	102	0.05%	2,262	54	2,208	2,133	86	2,047	
	8	1/4/94	215	521	0.25%	62	164	0.08%	2,262	78	2,184	2,133	124	2,009	
	9	1/11/94	210	731	0.34%	169	333	0.16%	2,262	132	2,130	2,133	239	1,894	
	10	1/18/94	218	949	0.45%	0	333	0.16%	2,262	132	2,130	2,133	239	1,894	
	11	1/25/94	226	1,175	0.55%	0	333	0.16%	2,262	132	2,130	2,133	239	1,894	
	12	2/1/94	74	1,249	0.59%	417	750	0.35%	2,262	281	1,981	2,133	507	1,626	
	13	2/8/94	220	1,469	0.69%	172	922	0.43%	2,262	347	1,915	2,133	613	1,520	
	14	2/15/94	65	1,534	0.72%	161	1,083	0.51%	2,262	408	1,854	2,133	713	1,420	
	15	2/22/94	304	1,838	0.86%	213	1,296	0.61%	2,262	493	1,769	2,133	841	1,292	
	16	3/1/94	207	2,045	0.96%	1	1,297	0.61%	2,262	493	1,769	2,133	842	1,291	
	17	3/8/94	52	2,097	0.99%	150	1,447	0.68%	2,262	544	1,718	2,133	933	1,200	
	18	3/15/94	85	2,182	1.03%	84	1,561	0.73%	2,262	576	1,686	2,133	985	1,148	
Projected	19	3/22/94	100	2,282	1.07%										
	20	3/29/94	200	2,482	1.17%			Unqualified Orders:		101					
	21	4/5/94	200	2,682	1.26%										
	22	4/12/94	100	2,782	1.31%			Rate of Qualification:		93.92%					
	23	4/19/94	85	2,867	1.35%										
	24	4/26/94	85	2,952	1.39%			Number of Items per Order:		1.0					
	25	5/3/94	85	3,037	1.43%										
	26	5/10/94	65	3,102	1.46%			% of Total Items Large Sweatshirts:		36.90%					
	27	5/17/94	65	3,167	1.49%										
	28	5/24/94	65	3,232	1.52%			% of Total Items X-Large Sweatshirts:		63.10%					
	29	5/31/94	50	3,282	1.54%										
	30	6/7/94	50	3,332	1.57%										
	31	6/14/94	50	3,382	1.59%										
	32	6/21/94	40	3,422	1.61%										
	33	6/28/94	40	3,462	1.63%										
	34	7/5/94	40	3,502	1.65%										
	35	7/12/94	25	3,527	1.66%			Projected Total Items:		1,301	Large Sweatshirts		2,226	X-Large Sweatshirts	

Source: https://www.industrydocuments.ucsf.edu/docs/htbn0004



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